

CONTRACT



WUAB
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Greer, Margolis, & Mitchell #1
1010 Wisconsin Ave.
Suite 800
Washington, DC 20007

| | | |
|---|--|--|
| <u>Contract / Revision</u> 803697 / | | <u>Alt Order #</u> 06259659 |
| <u>Product</u> OBAMA FOR AMERICA | | |
| <u>Contract Dates</u> 10/02/12 - 10/08/12 | | <u>Estimate #</u> 1537 |
| <u>Advertiser</u> Obama for America 2012 | | <u>Original Date / Revision</u> 10/09/12 / 10/09/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WUAB | <u>Account Executive</u> Teresa Difuria | <u>Sales Office</u> Telerep-Philade |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| 1 | WUAB | 10/02/12 | 10/08/12 | M-F 19 Action News at 7a | 7-8a | | :30 | | | NM | 5 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF - - | | | | 4 | \$50.00 | | | |
| Week: | | 10/08/12 | 10/14/12 | M - - - - - | | | | 1 | \$50.00 | | | |
| 2 | WUAB | 10/02/12 | 10/08/12 | M-F 10-11a | 10-11a | | :30 | | | NM | 5 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF - - | | | | 4 | \$100.00 | | | |
| Week: | | 10/08/12 | 10/14/12 | M - - - - - | | | | 1 | \$100.00 | | | |
| 3 | WUAB | 10/02/12 | 10/08/12 | M-F 11a-12p | 11a-12p | | :30 | | | NM | 5 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF - - | | | | 4 | \$100.00 | | | |
| Week: | | 10/08/12 | 10/14/12 | M - - - - - | | | | 1 | \$100.00 | | | |
| 4 | WUAB | 10/02/12 | 10/08/12 | M-F 4-5p | 4-5p | | :30 | | | NM | 2 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF - - | | | | 1 | \$175.00 | | | |
| Week: | | 10/08/12 | 10/14/12 | M - - - - - | | | | 1 | \$175.00 | | | |
| 5 | WUAB | 10/02/12 | 10/08/12 | M-F 5-6p | 5-6p | | :30 | | | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF - - | | | | 1 | \$200.00 | | | |
| Week: | | 10/08/12 | 10/14/12 | M - - - - - | | | | 1 | \$200.00 | | | |
| 6 | WUAB | 10/02/12 | 10/08/12 | M-F 6-630p | 6-630p | | :30 | | | NM | 5 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/02/12 | 10/08/12 | MTWTF - - | | | | 5 | \$200.00 | | | |
| 7 | WUAB | 10/02/12 | 10/08/12 | M-F 630-7p | 630-7p | | :30 | | | NM | 5 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF - - | | | | 4 | \$200.00 | | | |
| Week: | | 10/08/12 | 10/14/12 | M - - - - - | | | | 1 | \$200.00 | | | |
| 8 | WUAB | 10/02/12 | 10/08/12 | M-F 7-730p | 7-730p | | :30 | | | NM | 5 | \$2,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF - - | | | | 4 | \$475.00 | | | |
| Week: | | 10/08/12 | 10/14/12 | M - - - - - | | | | 1 | \$475.00 | | | |
| 9 | WUAB | 10/02/12 | 10/08/12 | M-F 730-8p | 730-8p | | :30 | | | NM | 5 | \$2,625.00 |

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| <u>Advertiser</u> Obama for America 2012 | | <u>Estimate #</u> 1537 |
| | | <u>Original Date / Revision</u> 10/09/12 / 10/09/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|----------|-------------|-------------------|-------------------|--------------------|-----------------------|------------------|---------------|-------------------|--------------------|-------------|-------|------------|
| | | | | | | | | | | | | Totals |
| | | | | | | | | | | | | Amount |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF - - | | | | 4 | \$525.00 | | | |
| Week: | | 10/08/12 | 10/14/12 | M - - - - - | | | | 1 | \$525.00 | | | |
| 10 | WUAB | 10/02/12 | 10/08/12 | Late News M-Su | 10-11p | | :30 | | | NM | 10 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTFSS | | | | 8 | \$500.00 | | | |
| Week: | | 10/08/12 | 10/14/12 | M - - - - - | | | | 2 | \$500.00 | | | |
| E 11 | WUAB | 10/06/12 | 10/06/12 | 330p-4p | 330p-4p | | :30 | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - - - 1 - | | | | 1 | \$50.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | WUAB | 10/01/12-10/07/12 | 330p-4p | 330p-4p | - - - - - Sa - - | :30 | | \$50.00 | NM | | |
| Credited | | | | | | | | | | | | |
| 12 | WUAB | 10/06/12 | 10/06/12 | Sa 7-730p | 7-730p | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - - - 1 - | | | | 1 | \$350.00 | | | |
| 13 | WUAB | 10/06/12 | 10/06/12 | Sa 730-8p | 730-8p | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - - - 1 - | | | | 1 | \$350.00 | | | |
| 14 | WUAB | 10/07/12 | 10/07/12 | Su 4-5p | 4-5p | | :30 | | | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - - - 1 | | | | 1 | \$75.00 | | | |
| 15 | WUAB | 10/07/12 | 10/07/12 | Su 7-8p | 7-8p | | :30 | | | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - - - 1 | | | | 1 | \$200.00 | | | |
| 16 | WUAB | 10/08/12 | 10/08/12 | Mon Hour 1 | 8-9p | | :30 | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | 1 - - - - - | | | | 1 | \$450.00 | | | |
| 17 | WUAB | 10/08/12 | 10/08/12 | Mon Hour 2 | 9-10p | | :30 | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | 1 - - - - - | | | | 1 | \$450.00 | | | |
| 18 | WUAB | 10/03/12 | 10/03/12 | Wed Hour 1 | 8-9p | | :30 | | | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - - 1 - - - - | | | | 1 | \$200.00 | | | |
| 19 | WUAB | 10/03/12 | 10/03/12 | Wed Hour 2 | 9-10p | | :30 | | | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - - 1 - - - - | | | | 1 | \$200.00 | | | |
| 20 | WUAB | 10/04/12 | 10/04/12 | Thu Hour 1 | 8-9p | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - 1 - - - | | | | 1 | \$150.00 | | | |
| 21 | WUAB | 10/04/12 | 10/04/12 | Thu Hour 2 | 9-10p | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - 1 - - - | | | | 1 | \$150.00 | | | |
| 22 | WUAB | 10/05/12 | 10/05/12 | Fri Hour 1 | 8-9p | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - 1 - - | | | | 1 | \$150.00 | | | |
| 23 | WUAB | 10/05/12 | 10/05/12 | Fri Hour 2 | 9-10p | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - 1 - - | | | | 1 | \$150.00 | | | |
| 24 | WUAB | 10/06/12 | 10/06/12 | 12-330p | 12-330p | | :30 | | | NM | 2 | \$150.00 |

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| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Totals Spots Amount | |
|--------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-----------------------------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----2- | | | | 2 | \$75.00 | | | |
| Totals | | | | | | | | | | | 63 | \$17,025.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|-------------|
| 10/01/12 - 10/08/12 | 63 | \$17,025.00 | \$14,471.25 |
| Totals | 63 | \$17,025.00 | \$14,471.25 |

Signature: _____ **Date:** _____

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